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Dear Reader:

Profiles or a goblet...which did your 10 billion thought cells identify first?

As you studied the simple design on the envelope -- one that is used by psychologists to prove that perception depends on the perceiver -- the fastest, most complex processes known to man were occurring within the confines of your brain: perception, thinking, memory, learning. In the known universe, only man can perform all these intricate processes. How? Why?

For centuries, the workings of the mind have been a mystery -- as elusive and impenetrable as the universe itself. Two thousands years ago, the Roman statesman-philosopher Seneca said: "Man is an animal who thinks." Now scientists ask: What is thinking? What is consciousness? What is sensation? How do we store memory? Feel love, anger, fright? How and what do we learn? How does the network called the nervous system function?

Today, as science embarks on the first explorations of outer space, it also probes deeply into the universe of the mind to unlock some of its darkest secrets...

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All the new facts and exciting implications in this field are presented in the fascinating book about which I am writing you today. Because it is such an absorbing and vitally important subject -- and because it adds so much to an understanding of our own behavior and that of others --

We take pleasure in inviting you to examine -- on approval and without cost -- what the Editors of TIME-LIFE BOOKS believe to be one of the most stimulating and essential books in the widely-acclaimed LIFE SCIENCE LIBRARY series --

## The Mind

By Dr. John Rowan Wilson and the Editors of LIFE.

Only the TIME-LIFE organization, with its long experience in making the difficult simple and clear...with its world-wide staff of researchers, reporters and writers...with its immense file of great photographs...could produce a book like The Mind: a volume of informative and entertaining reading, replete with thought-provoking facts about how you see and hear, think and learn, reason and decide; how and why you feel and express emotions; how you respond to your environment.

In 35,000 words of authoritative text and hundreds of illustrations, you learn about the history of man's ideas about his mind -- the great discoveries and controversial theories of philosophers, physicians, teachers, biologists and neurologists. From Plato to Pavlov, each has added a new notch to our knowledge ...William James, Alfred Binet, Sigmund Freud, Henry Stack Sullivan, each has added dimension and depth to our understanding.

### A Journey through the Mind of Man

With the English surgeon, novelist and medical journalist, John Rowan Wilson, as your guide, you will journey through the mind of man...

- \* Follow the complex course of man's nervous system from head to toe, beginning with the bumpy, gray knot of 10 billion thought cells inside the skull back and forth along the vast network of nerves that connects the brain and spinal cord to all parts of the body.
- \* Delve into the problem of consciousness and analyze the puzzling gaps between sensation, perception, and conception: Why do we see only what we want to see, even if it is sometimes wrong? How do our nerve activities produce such an astonishing variety of effects -- from dreaming, to talking, to reading, to writing. Why do psychologists think our sensory powers may be even greater than we've ever imagined. (A man may read a book with his eyes while a blind man reads the same book with his fingers. Both perceive the same meaningful words. How?)
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This is an excellent opportunity to begin building a library of science books that you will refer to continually, one that will bring you a new awareness of the rapidly changing world in which we live. Because it is a matched set, the LIFE SCIENCE LIBRARY will become a permanent and distinctive addition to your collection of distinguished volumes.

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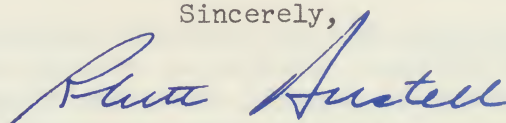
There can be no more appropriate book to introduce you to the wonders and joys of science than The Mind. Its subject is where all understanding begins...and science is another name for understanding. How man alone, among life on earth, reasons, remembers, imagines, and invents, makes an engrossing and worthwhile chronicle. Join us on this wonderful journey now. It's an inexpensive one. You pay only if you decide to keep the volume, and then the price is just \$3.95 (plus postage and handling).

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To begin your journey of discovery, just mail the enclosed postpaid card today. Do not send any money. I think you'll find The Mind one of the most entertaining and enlightening books -- in both picture and text -- you and your family have ever shared.

Sincerely,



Rhett Austell  
Publisher

RA/MND

P. S.: Please see the color brochure enclosed. It shows you some of the striking pictures you will see in The Mind. It also capsulizes, chapter-by-chapter, what you will read.





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